



A Dun & Bradstreet Division

FROM INSIGHT TO ACTION

Email Marketing

From the nearly 400 million emails studied for our Digital Marketing Trends in the Education Market report, here are key takeaways you can apply to your email marketing strategies to educators.

Email Marketing Lessons Learned

Top performing email campaigns share these common traits:



Best Practices Deliver Best Results

These are the overall best practices that most contributed to our clients' recent improvements in email campaign performance.

Segment Down to a Unique Audience

- Make campaign goals specific, realistic, and measurable
- Segment to fewer than 50,000 emails for best results
- Tell them how YOUR product or service solves THEIR specific problem

Personalize to Stand Out in the Inbox

- Personalize To and From fields to get opens
- Insert dynamic content to show message relevance (for example, use the recipient's first name, company name, job title, or location)

Make Every Word Count

- Ensure 90% of message is conveyed within subject line, preheader, and headline
- Put your value statement up front
- Talk THEIR benefit in CTA text
- Sell the click-through, not the product

Design for the Eye of the Recipient

- Coordinate emails with landing pages
- Use images sparingly and consider readability if images blocked
- Move CTAs "above the fold"
- Use contrasting colors
- Consider the user experience of your email on all screen sizes
- Seed your email list to see the recipients' POV

Be a Welcome Sender

- Know your Sender Score
- Watch reply-to emails for deployment problems
- Manage hard and soft bounce-backs
- Warm up recipient IP addresses

Integrate Campaigns for Better Results

- Use multiple channels for more impact
- Be where your audience is
- Keep brand, message, and design consistent
- Make each channel touch lead to the next
- Select the right channels for the job

Mobile Email Best Practices

These best practices will help get your email campaigns in good shape for mobile users.

-  **Simplify as Much as Possible**
 - Make links and buttons large enough so that they are easy for readers to “click” on at least 44 x 44px in dimension
 - Remove full site navigation from email headers so the reader can focus on the core content of your message
 - Deliver the value proposition quickly and include a clear call to action
-  **Test!**
 - Send test emails to co-workers who can see how the email looks on several types of devices, browsers, and email providers
 - Make sure to test with images on and off to see how each displays
 - Test what drives results. Shorter subject lines and more succinct copy may perform better for the mobile audience

-  **Sizing and Placement**
 - Keep headers for mobile between 110-120px
 - Design in a vertical manner with full width images. Single columns work well, but avoid complex tables
 - Design for no more than 550px wide; 320-550px is a good width range for mobile
 - Place the call to action above the fold
 - Use larger fonts: 14px or larger is ideal for body text
-  **Analyze and Adjust**
 - Use email reporting and web traffic analytics to get a handle on what devices your email recipients are using to open and click
 - Watch trends in device use to help you further optimize your email marketing
 - The best practices of email marketing still apply: targeting, relevancy, personalization, a strong call to action, and testing

-  **Other Mobile Best Practices**
 - Choose contrasting colors to make your design “pop” and your message easier to read
 - Add a short, highly relevant, value-centered headline at the very top of your email, so that even if readers have images turned off, they will still know what the email is about, why it is important to them, and how to take action

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